

## IMAGE TRANSFER MEDIUM AND PROCESS FOR PRODUCING SAME

### ABSTRACT OF THE DISCLOSURE

An image-transfer medium includes a transparent substrate and a transferable material formed on a first surface of the substrate. A selected portion of the transferable material can be transferred in an arbitrary shape to an article to form a personalized image by a cold transfer-printing operation. Moreover, the remaining hollowed portion after the removal of the selected portion, including the transparent substrate, can be adhered to the same or another article having a light-transmitting surface to exhibit special lightening effect.